Holt Goes on Hunger Strike and Condition Said to Re Serious

[Associated Press by Federal Wireless] GLENCOVE, Long Island, July 6.— From an eyewitness of the assault on J. Pierpont Morgan, it is learned that his wife was the first to grapple with Frank Holt, the assassin.

Mrs. Morgan pinned his arms to his patistas.
side and probably prevented him from pumping more bullets into her husband's body. Morgan himself, though wounded, was the first to get clear of his chair at the breakfast table and

leap to her aid.

In a moment more the butler was beating Holt over the head with a coal uttle, and Sir Cecil Spring-Rice, the

British ambassador, who was a house guest, was helping disarm him. After careful comparison of photo-graphs of Holt taken since the shooting in the Morgan premises with photographs of Erich Muenter, detectives said that they were convinced that Holt is not the wife-murderer wanted. Holt vigorously denies that he is Muenter, He states that in 1906, when

fases food of any kind. He is being kept incommunicade, the secret service men and police detectives being the only ones allowed to question him.

Unless his condition improves, it is

If Your Hair is Falling Out



Hawnian Louge No. 21; Stat-

WEDNESDAY-

ndery No. 1;

E. S.; Stated; 7:30 p. m.

HOFIELD LODGE

WEDNESDAY-

econd Degree; 7:30

W. WOLTERS, Press. C. BOLTE, Sekr.

HONOLULU LODGE NO. 1, MODERN

Will meet at their home, corner worth, Kansas, and will begin his eretania and Fort streets, every studies early in September. bursday evening at 7:30 o'clock. CHARLES HUSTACE, JR., Leader.

ONOLULU LODGE, 616, B. P. O. E. meets in their half, on King St., near Port, every Friday

# FIRST TO GRAPPLE REINFORCEMENTS GREAT BOOK WITH ASSAILANT AGAINST CAPITAL

[Associated Press by Federal Wireless] WASHINGTON, D. C., July 6.—A here, however, is informed from Vera The Cruz that reinforcements have reached General Gonzales, in command of the tutionalist army, and that he has med the offensive. In his first assault he was driven back by the Za-

duty as instructor at West Point, are also on the passenger list.

1st Lieut, J. R. D. Matheson, Corps of Engineers, returning from examinations for promotion to the grade of ale, and 1st Lieut, A. K. B. Lyman, of Engineers, returning from hat she has no knowledge of the leave spent in the East, are also pas-

> What came near to being a very semated in 1908. He never connect, however, regarding his connected by two non-commissioned officers of the band, 2d Infantry, and used by them in the rent service, was not at the American, the same that he can be not adjustices, shattering the and doing other inconnection. The curbing resulting in a burden the detective bureau.
>
> LONDON, Eng., July 6.—The customary observance of independence Day by the American colony here was tomary observance of independence Day by the American colony here was sity exists for legislation to force men into the fighting line or to secure an adequate supply of munitions.
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> GERMANY DENIES Connected to mean that no further necessity of the same than adequate supply of munitions.
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> The approved to the fighting line or to secure an adequate supply of munitions curred a few feet short of where it prened the machine would no doubt we plunged over into the guich.

Amateur night at the aerodome has en put ahead several days this time The change was necessary on account of the probable departure of the 2d cattalion, 2d infantry, on a bike the arly part of next week. There are a treat many entries and the usual prizes will be offered. Many of the anisteurs from the post are appearing in the city at the local theaters and from all accounts are making good.

Mrs. Tra Longanecker, wife of Lieut. ed to her home in the cantonment after undergoing an operation for ap-pendicitis at the department hospital about 10 days ago. Lieut and Mrs. Longaneeker were to have left on the transport yesterday, but he was fortunate enough to get an extension of tour for one month at the last minute.

Under the direction of Chaplain Scott, 2d Infantry, assisted by a de-tail from the Signal Corps, the memevening on the main parade. The en-listed men of the garrison responded generously in the collections made by Chaplain Scott for material and were

Capt. Paul B. Malone, 2d Infantry, was a departing passenger on the Tho-mas for the mainland. Capt. Malone be on duty there for two months. Capt. Malone's family will remain at Fort Shafter until his return from San Francisco.

Capt. Brady G. Ruttencutter, 1st In-antry, who has been a patient in the HERMANNS SOEHNE.

Was sent to the states on the transport Thomas. Captain Ruttencutter will proceed to the government hospital at Fort Dayard, N. M., upon arrival at San Francisco.

Capt. and Mrs. C. A. Martin, 2d Infantry, were passengers on the Tho-mus yesterday. Capt. Martin has been detailed as a student at the army school of the line at Fort Leaven

The younger set in the garrison who have been spending Sunday and Mon-

Fort, every Friday
evening. Visiting
brothers are cor
dially invited to at tend.

J. McCARTHY, E.R

H. DUNSHEE, Sec Triangle of Corps, stationed at Fort Shafter, has been promoted to the grade of captain. Capt. McKellar will in all probability remain on duty here for some time.

The Hawalian Islands are truly a | S Deeply WASHINGTON, D. C., July 6.—A "paradise" for the insurance agents. new attack on Mexico City is probably On the windows of every insurance in progress at this moment, though office in Honolulu flaunt banners anthe government is without direct ad-vices. General Carranza's agency tion policies can be obtained inside. workmen's compensation law went into effect July 1 and the dealers in this kind of insurance are doing a "land-office" business.

The larger companies and thuse who are seeking to grasp the biggest part of the workmen's compensation insurance, are using the advertising columns of the daily newspapers liberally. But workmen's compensation insurance is not the only kind of insurance that is being distributed on a wholesale scale.

FORT SHAFTER, July 6-1st Lieut, selves are forced to file bonds with Fred A. Cook, 2d Infantry, has been the territory. Bonds representing granted a sick leave of absence for from \$1000 to \$10,000 for each class. four months to take effect immediate of business transacted by the various ly and was a passenger on the trans- companies must be filed by the port Thomas yesterday for the states, various insurance concerns. This is Lieut, and Mrs. Cook will spend a to protect the policy Molders and is in large part of their leave in New York.

Holt is not the wife-murderer wanted.
Holt vigorously deales that he is Muenter. He states that in 1906, when the Muenter murder took place, he was in Germany. He declares that he has never been in Cambridge in his life.

The bomb placer and would-be assessin is in a grave condition. He refuses food of any kind. He is being transport Sherman, due at Honolulu next Wednesday, will be the benefit of the insurance man. This the benefit of the insurance man. This law is the act which went into effect Shafter. Lieut. Vernon W. Boller, 2d infantry, who has been on leave of absence for two months with Mrs. Boller, who is a patient at Fort Bayard, N. M., will return for duty.

1st Leut. Thomas L. Chrystal, who is estimated that hundreds of the public employe earns his salary.

1st Leut. Thomas L. Chrystal, who is estimated that hundreds of the public employe earns his salary. It is estimated that hundreds of thousands, the figures probably by this time reaching into the millions, in workmen's compensation policies and in bonds have been contracted for with local insurance agencies, because of laws passed by the 1915 legislature.

# AMERICANS IN LONDON HAVE QUIET FOURTH

The waitz is a national German dance and was introduced into England by a German baron 100 years scouted.

Last year Germany launched six SENT TO BOTTOM. gest being of about 56,000 tons, the

Hurt at Treatment Meted Out to Him By **United States** 

[Associated Press by Federal Wireless] EL PASO, Texas, July 6,-With all his air of joviality gone, former President Huerta, held a federal prisoner here, broke down yesterday and wept not be allowed his liberty on bonds, pending his trial on a charge of violating the neutrality of the United

"I am deeply hurt at the treatment I have received at the hands of the United States," he said.

"I have given my word of honor that I will not leave El Paso if releas ed on bail, yet I am forced to occupy is treated as valueless.

cent of any wrong doing."

LONDON, Eng., July 6.-It is not the intention of the British governfor the army or navy or to any com-pulsion, to speed up work in the am-munition factories or the other manufacturing plants engaged on army and navy contracts. A definite anno [Associated Press by Federal Wireless] day by Premier Asquith, speaking for LONDON. Eng., July 6.—The custile government. His statement is

dreadnought battleship was to pedoed and sunk in Friday's battle in the Baltic. The official news from Petro-grad is accepted here as the truth, however, and the denials of Berlin are

LONDON, Eng., July 6.—The British schooner Sunbeam was torpedoed off Kirkwall, but the crew was saved.

Home Course in Advertising

PURPOSES OF THE COURSE:-(1) To increase

returns for the retailer who now advertises. (2) To show

the non-advertising retailer how he can lower his prices, yet increase his profits. (3) To suggest to the jobber and manufacturer a cautious method to create demand and

increase good-will. (4) To prepare the person with latent advertising ability for a place in this new "profession." This course, when delivered personally to a class of students, costs \$15. It is equivalent to a correspondence course which costs \$95. The entire 90 lessons will be

given exclusively with this newspaper free of charge.

CHAPTER XXV

First Analysis By Retail Advertiser.

vertising, that of timeliness is about the greatest aid to

success. Timeliness can also be created. For instance, if

you were to find that a store in a neighboring city had

burned up, you could arrange for a sale of the remaining

goods, and in that way cash in on the element of timeli-

the case of sales of bought-up bankrupt stocks, this application of the timeliness appeal often has a sound basis in

the fact that in this way exceptional merchandise values

from the standpoint of their advertising appeal. Most

things which you will advertise will have their appeal simply in that they are less in price either less than they

were, or less than they are usually offered at in other stores. But many things will have to be presented in an

explanatory way. In that case the points of appeal will

This kind of strategy is somewhat artificial, yet as in

As a retail dealer, you must also analyze your goods

ness for fair.

are really made possible.

Of all the possible natural virtues in a retailer's ad-

# IS OBSERVED IN LOCAL CHURCHES NEGROES HAI

ed in Honolulu churches Sunday.

Carl W. Hamilton of New York City spoke at Central Union church in the morning. His address, while entitled "What Americans Need Most," was of when he was informed that he would a religious rather than a political nature. "What Makes the Nation" Great" was the theme chosen by Rev. Edwin E. Brace, pastor of the Methodist church. He recited the history of the origin of the Fourth of July and told in an interesting manner how the

first "Fourth" was celebrated. The speaker at the Christian church are in hiding, fearing a general maswas Rear-Admiral C. B. T. Moore. His sacre. subject was "The Significance of Ina prison cell and my word of honor dependence Day." He dwelt on the ARCHBISHOP QUIGLEY crisis through which the nation now "No one can say that I ever broke is passing and declared that, while he my word. Neither have I broken one law of the United States. I am will-law of the United States. I am will-ling to face trial, because I am innocent of any wrong doing."

Is passing and declared that, while he hopes the United States never will become involved in the European conflict, war is preferable to dishonorcent of any wrong doing." A further application for the release price of liberty and peace, he continof Huerta on bonds will be presented ued. It is a man's duty to safeguard abandoned and his death is expected to the United States commissioner to- his home from the attack of burglars and it is the duty of a nation to be 61 years old. He became bishop of prepared to resist the attacks of another nation, the speaker said.

"The Man Without a Country" was the theme of A. F. Cooke's address. Mr. Cooke spoke at the Kalihi Union church. The sermon at St. Andrew's cathedral was delivered by Bishop H. B. Restarick. His text was from Romans 8:31—"The glorious liberty of the children of God.

"The rights of man, as we hold them, are all based on the teachings of Jesus, whether men recognize it or not. It was a new and startling doctrine which the Apostles carried to the world. When St. Peter told the Ro. having seen a vision, for it was con- performed easily by the women. trary to a belief accepted by all at that

"Let us not forget that human liber ty is not the product of human reason Liberty and the inalienable rights of LONDON, Eng., July 6.—Official denials have been made at Berlin of this truth has been developed so that the Russian claim that a German pre-tupon it in due time the ideas of liberate battleship was to pedoed ty on which the United States were founded had grown into the hearts of

> The island of Maul will soon have an anti-treating law, provided a reso-Intion to be acted upon the last of the month is passed. The resolution which has been written by the Mani

# IN GEORGIA: TWO

Independence Day was well observ- [Associated Press by Federal Wireless] MACON, Ga., July 6.-Race riots patriotic addresses and sermons being broke out in this district yesterday, delivered from the pulpits, coupled following the killing of Silas Turner, with music appropriate to the occa- a planter, by negroes, with whom he had a dispute concerning a bill he was trying to collect.

When the news of the killing of Turner became known, white posses began to scour the country in a search for the murderers. One negro, who failed to give a satisfactory account of himself, was lynched, his young son strung up beside him and both bodies riddled with bullets.

The posses have not yet succeeded in finding any of the negroes believed to be directly implicated in the killing. Many of the negroes of the district

# DANGEROUSLY ILL

[Associated Press by Federal Wireless]
ROCHESTER, N. Y., July 6.—James
Edward Quigley, Archbishop of Chicago, is seriously ill. Hope has been Buffalo in 1897 and archbishop of Chicago in 1903.

# WOMEN "MOTORMEN" SEEN IN GERMANY'S CAPITAL

[Associated Press] BERLIN, Germany.-Women as motormen on the Berlin street cars, in addition to the hundreds already servman centurion that 'God was no re- trains, or take them up as they leave specter of persons, he himself had the platforms. The latter work is not come to that knowledge only after strenuous and it is believed it can be

# **EPIDEMIC OF TYPHUS IN** SERBIA BEING OVERCOME

is lessening in force, since the greatest number of sick now recover, where as formerly the greater part died. There is now no complaint about the need of doctors, for many have been sent to Serbia from the United States. Great Britain and other countries. The main work to be done is the clean

up of the outlying districts and dis-ease-breeding grounds. New buildings for the reception of patients during liquor license commission will prohibit for the reception of patients during treating in all saloons or other drinking places on the island.

have to be studied and analyzed. Some carry such analysis to a considerable extent, especially in connection with certain tobacco products, on which the national advertiser spends hundreds of thousands per year for advertising. In fact, it is very seldom that a food-product is put on the market without a preliminary chart to fix the points of its appeal. Sometimes you can pick out just the right appeal

and make a success of an advertising campaign which otherwise would fail. For instance, there is the story of the piano store out West. Business was dull. The proprietor advertised slashes in prices, contests, and all that sort of thing, apparently without success. Finally he hit upon a new idea. He made the theme of his advertising "Keep the young folks at home." This set the mothers and the fathers in the vicinity to thinking. Here was a vital reason why they should buy a piano. Business came fast as a result.

"How much shall I spend?" is the biggest problem that confronts the retail advertiser. A hig department store can afford to spend from two to three per cent of its gross income. Experiment and experience prove that such appropriations usually bring about the maximum of efficiency. Some department stores, however, have to spend much more than others. For instance, in a certain coast city the owners of one big institution have found that on an average their advertising has brought in about \$100 worth of business for every inch of newspaper space they have used, whereas, another similar institution in the same state got \$60 worth of business for each unit inch of space.

Experiment is the only teacher a store can get to acquire this knowledge of how much to spend. Your solution depends largely on what kind of a store yours is. If it is an exclusive specialty store, which bases its appeal on style, yet does business in the same way as a big department store, then your best advertising would be to have a location next to a big department store so as to make the smartness of its window display divert trade your way. But you would also have to use a fairly large ad now and then to suggest the superior-style and a lower price which your specialization is supposed to accomplish.

On the other hand, if your specialty store's appeal is wider-if, for instance, you do a credit clothing business. then a greater volume is possible. And such a store, since it has a popular appeal, can afford to advertise much more extensively than the other of more limited patronage.

Gerard Says Counter Proposal Will Be Submitted By the **Teuton Government** 

[Associated Press by Federal Wireless] WASHINGTON, D. C., July 6 .- Amhassador Gerard at Berlin, who has discussed with the imperial government the content of the forthcoming German reply to President Wilson's second Lusitania note, cabled to the state department last night that Germany will put forward a counter proposal for the regulation of submarine

The department is gratified at this assurance and infers that the tone of the German note will be friendly and its substance in the main satisfactory.

The delay in forwarding the reply is interpreted as a hopeful sign of a desire to reach a closer understand-

[Associated Press by Pederal Wireless SAN FRANCISCO, July 6.—To a open-nir audience of \$0,000 persons gathered last night in the exposition grounds, Mrs. Marion Dowsett Worth-ington of Honolulu sang the "Star Spangled Banner"

# SENATOR PHELAN WOULD REMOVE SULLIVAN FROM SAN DOMINGO

(Associated Press by Federal Wireless)
WASHINGTON, D. C., July 6.—As
the result of the investigation cona request for his resignation. He accused of having used his posts

# WHAT DYSPERTICS SHOULD EAT

A PHYSICIAN'S ADVICE

imes out of ten, due to acidity; and lacking in that vital energy food, and are trying to keep up a easiness and fullness, you will fithat your food agrees with you perfectly. Bisurated magnesia is doubless the best food corrective and for antacid known. It has no direct a tion on the stomach; but by neutrizing the acidity of the food content and thus removing the source of tacid irritation which inflames the decate stomach linings, it does me than could possibly be done by a drug or medicine. As a physician believe in the use of medicine who ever necessary, but I must admit the I cannot see the sense of dosing a inflamed and irritated atomach with druggiet, cut what you want at ? uvated magnesia as directed i and see if I'm not right." For a by Benson, Smith & Co., Chambe Drug Co. and Hollister Co.—Adve.

# ASK YOUR NEIGHBOR

So many thousands of women restored to health by Lonkham's Vegetable Compound there is hardly a neighborhood in an city, town or hamlet in this country wherein some woman has not fostuhenth in this good old fashioned round herb remedy. If you are suffering from some woman's ill, why don't you try it?—Adv.